

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中華人民共和國出土文物展覽

October 16, 1975

Memo

To: Mr. Sickman and Marc

Subject: 2nd draft outline (NEH)

After working on the report for about two weeks, I'm awed by the tremendous outreach and cooperation received from every quarter and directed toward the success of the exhibition. I had thought I was aware of most of the things which came to pass but the depth of interest and support for the show is almost beyond the sort of thing which can be put down on paper. Statistics tell some of the story, but it would take paragraphs and paragraphs (possibly pages and pages) to do true justice (if indeed this can be done). Then there is the need to be both informative and not overlong, which might explain why I have used less detail in some areas.

I don't really think there was too much that was insignificant as it relates to producing such an exhibition; no small jobs, lots of hard work and a dedicated staff of employees and volunteers, supported by interested civic and private groups. Not only did the Metropolitan area respond but major and minor media from the East coast to the Rockies gave much more than token support in spreading the word.

If there are areas which I have failed to include, I will have to plead my shortcoming of sometimes overlooking the obvious. In some places such as the Installation and the Chinese Working Party my knowledge is not as extensive as others.

I hope this report is satisfactory and can be used readily and with ease in developing your final report for the NEH. I have enjoyed getting into this.

Lois

P.S. The essay form used in presenting the Denver Plan would lend itself very well to an opening preface covering the major categories, while using a sentence or two of explanation where called for in the body of the report.

The Nelson Gallery-Atkins Museum, Telephone 816-561-4000
4525 Oak Street Kansas City, Missouri 64111

REPORT TO THE NATIONAL ENDOWMENT
FOR THE HUMANITIES

ON THE

EXHIBITION OF ARCHAEOLOGICAL FINDS
OF THE PEOPLE'S REPUBLIC OF CHINA

NELSON GALLERY-ATKINS MUSEUM
KANSAS CITY, MISSOURI

APRIL 19, TO JUNE 8, 1975

Prepared by

Laurence Sickman
Marc Wilson
Lois Stock

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To: Laurence Sickman and Marc Wilson

Subject: 2nd rough draft outline (NEH)

October 16, 1975

I Preliminary Organization

A. Advisory Committees

Intra

*Prelim cases &
meeting held,
w/ following*

1. Civic Leaders (This is the official Nelson Gallery Advisory Committee - List is in folder containing statistics for this report)
2. Chamber of Commerce (Name primary contact person -)
3. Kansas City Missouri Police Department (Chief Joseph McNamara)
4. City Manager and Mayor's Offices (Name primary contact -)
5. Hotel and Restaurant Association (Name primary contact -)
6. Convention and Visitors' Bureau (Ray Bennison - Betty Stanford)
7. Fire Department (Name primary contact -)
8. Health Department (Name primary contact -)

done
Shannon

B. Personnel Secured for the Exhibition (other than Security)

1. Project Director and Secretary (P.D.-Feb. '75; Sec.-Mar. '75)
Project Secretaries (2) (Dec. '74) ~~Lois Stock-Gratia Williams~~
Curatorial Secretary (1) (Dec. '74) ~~Jean Drotts~~
~~Designer (Mike Hagler)~~
Installation --
Engineers (2); Maintenance/Janitorial (6); Carpenters (3);
Switchboard (1); Coat Checkers (3); Bookstore (15);
Gallery personnel used during exhibition (9)

9. Prime Time
as
Installer

C. Security

guards

1. Kansas City Mo. Police Department - Staff of 27 - 24 hour daily shift beginning Apr. 1
2. Wells Fargo - Staff of 24 - Reg. daily shift beginning Apr. 19
3. Nelson Gallery Guards - Reg. Daily Shift - Staff of 22 plus 23-15 additional during Exhibition Beginning April 19

done
see line

Fire Department - Regular Daily Shift - 2 beginning April 19

Subject: 2nd draft outline (NEH)

October 16, 1975

I Preliminary Organization (cont.)

D. Special Services

These are services which were expanded or developed specifically for the Chinese Exhibition in order to make the exhibition more accessible to a greater number of people.

1. Facilities for the handicapped
 - a. Ramps to enter the building
 - b. Wheelchairs - 20 per day
 - c. Immediate entry into the Exhibition to avoid tiring waits which would otherwise make it possible for many to attend the exhibition
2. Bus Service-Area Transportation Authority
 - a. Shuttle service to and from parking lots located away from the general gallery area-every 20 minutes
 - b. ATA printed 10,000 schedules promoting this service
 - c. 14,00 passengers took advantage of the shuttle
3. Extra Parking Facilities
 - a. Extra Parking lots were made available by area businesses throughout the exhibition to handle overflow of existing gallery lots and on street parking. (J.C. Nichols - Lynn Insurance Co.)
4. Special On-Street Parking Facilities
 - a. Special areas were reserved for buses
5. First Aid Station
 - a. Staffed at all times during opening hours by 2 registered nurses and prescribed emergency equipment determined by the Health Department
6. Convention and Visitors' Bureau
 - a. A booth with brochures and general information on various areas of interest, usefulness in Kansas City. This was staffed daily by a representative of the Bureau.
 - b. The Bureau published 31,000 copies of their Fun Calendar, highlighting the exhibition which was sent to those on their own mailing list as well as being made available to the general public

Subject: 2nd draft outline (NEH)

I Preliminary Organization (cont.)

D. Special Services (cont.)

7. Hospitality

There were many groups and individuals supportive of the hospitality extended to visitors. The Trustees, entire Curatorial Staff, Friends of Art, Society of Fellows, the Gallery Reception Committee and numerous individuals volunteering on a regular basis, as well as groups

- a. Food Service - ~~Virginia O'Brien~~ of the Friends of Art Coffee Lounge and a staff of 1000 volunteers served 75,000 people during the exhibition in the Coffee Lounge, Rozzelle Court and Sculpture Garden. Of the total number served, 16,500 were box lunches and 5,000 were reserved lunches, with the remaining food being served in varying amounts and choices in the above locations
- b. Hosts and Hostesses for the gallery in general came daily to assist visitors with general questions and aid in the movement of people within the building. 225 individuals served in this capacity including groups from the AAUW, Leawood Women's Club and Friends of Art.
- c. Office Personnel - Approximately 35 volunteers came on a regular basis to assist in clerical work. 8 of these worked with the Chinese Exhibition Office specifically from February through May, 1975.
- d. Special Visitors - The gallery received guests who had special interest in specific areas of art history and scholarship. These individuals and groups were from universities, museums and grant recipients. Special tours of the gallery, the visiting of private collections, special study opportunities were extended to those requesting such service.

also
no. Legislative

$\rightarrow \frac{1}{2} b_4 \cdot 2 L_c \approx 0.9$

$\cdot 80 m^2 \cdot 2 u \cdot 2 = 640$

$- 300 u \cdot 2 = 600$

Subject: 2nd draft outline (NEH)

October 16, 1975

I Preliminary Organization (cont.)

more young
E. Installation - Marc

1. Brief discussion covering general aspects of exhibition
2. Design
3. National Gallery

F. Chinese Work Party - *Sickman*

1. Those accompanying the exhibit and those remaining
(List in folder with statistics)
2. Accommodations
 - a. Living quarters - Plaza Inn
 - b. Office quarters
 - c. Interpreter -
 - d. Daily luncheon arrangement - Coffee Lounge
 - e. Entertaining done by gallery
 - f. Reciprocal entertaining by Chinese - Dinner for entire gallery personnel
 - g. Regional trips throughout mid-west
 - h. Gallery staff which worked most closely with curators

G. Publications prepared

more done
The Nelson Gallery developed and originated the publications used for the exhibition while it was housed in Kansas City. The pictorial handlist catalogue and General information brochure which was created here was also used in San Francisco as well as the Horse Head Poster.

1. Pictorial Handlist Catalogue (see III Educ.; E-Sales Desk)
2. Audio-Guide to the Exhibition (see " " ; D-Audio-Visual)
3. General Information Brochure (see " " ; F.)
4. Exhibition Brochure (mini-catalogue of representative objects in the exhibition) (see III Educ.; F.)
5. Press Kits for media and educational institutions
(see III Educ.; F.)
6. Posters (see III Educ.; E.)
7. Exhibition Map (see III Educ.; F.)
8. Mimeographed Publications - a. Gen. Overview of Exhb;
b. Selected Bibliography; c. Lawton Essay; d. Background essay;
9. Photographs and captions for dissemination

Fair

I Preliminary Organization (cont.)

Вопрос
Решен

1. Guests of Honor (List in statistics folder)

- a. Delegation from Liaison Mission of the People's Republic of China - Deputy Chief Han Hsu
- b. Chinese Curatorial Working Party
- c. Representative of the State Department - William Hitchcock
- c. Representative of the National Endowment for the Humanities - Robert Kingston

arrived
 at dinner 15th 7 1/2 H.C.C.
 meeting was held prior to the affair
 L. H. & G. M. & T. & J. & W.
 2000 2, 2, 2, 2, 2
 30, 60 & 75 in New
 Hall
 art

a dinner on Apr 19 @ H L
L. 4 e) J K.C.C.C. 17 gal 4
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① Y) 2 L₄ 27 9 600 gm r min
C-8c 160 gr.

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October 16, 1975

Memo

Subject: 2nd draft outline (NEH)

II Attendance Statistics

A. Overall attendance

1. ^{279,000} 270,996 - 50 exhibition days - April 19 - June 8th
2. Visitors arrived from 45 states, Mexico, Latin America Austria, Germany, England
3. Exhibition was open an average of 8.6 hours per day
4. Traffic flow through exhibition was approx. 640 per hour.

B. Advance booking office

- Advance Office open Dec 1 to book groups & furnish information*
1. Advanced booked groups numbered between 25 and 100 per group with 1001 scheduled groups totalling 53,492 individuals
 - a. Museum groups - 127 -- 6800 persons -- rep. 21 states
 - b. University groups - 101 -- 4,532 persons -- rep. 11 states
 - c. Elem. - Secondary Schools -- 357 -- 20,340 persons - 7 states (non-scheduled school groups also appeared at the door - there were approx. 200 of these numbering 7500 persons)
 - d. Other clubs and organizations -- 406 -- 21,820 persons - 16 st

Total groups attending - scheduled	1001	-	53,492
Schools-non- scheduled	200	-	7,500
	1201	-	60,992

C. Comparative statistics with other cities who had the Chinese Exhb.

City	Att.	Metro. Pop.	#Days	Flow per hr.	Hrs. open day	Hrs. open wk.	% att.
K.C.	279,000	1,272,000	50	640	8.6	600	²² 21%
S. F.	835,900	3,000,000	61	1,054	13	91	28%
Wash. D.C.	702,000	3,000,000	105	662	10.1	71	23%
Toronto	444,000	2,700,000	100	380	11.7	82	16%
Stockholm	200,000	1,345,000					15%
Vienna	240,000	1,603,000					15%
London	777,000	8,100,000					9.5%
Paris	370,000	9,251,000					4%

Average daily flow -- K.C. - ⁷⁰5420; S.F. - 13,703; Wash. D.C. - 6685; Toronto - 4440.

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October 14, 1975

Memo - Insert

Subject: 2nd draft (NEH)

mid

The following statistics are theoretical projections if --

1. Each city held the exhibition the same number of days (105)
2. " museum was open the same number of hours (13)
3. But using the hourly traffic flow as determined already for each individual city.

City	Attendance	Metro Pop.	% of Metro area att.	Flow per hr.
K.C.	875,000	1,272,000	68%	640
S. F.	1,439,000	3,000,000	48%	1,054
Wash. D.C.	910,000	3,000,000	30%	662
Toronto	519,000	2,700,000	19%	380

Kansas City Star Survey - See attached mimeographed sheets

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October 16, 1975

Memo

Subject: 2nd draft outline (NEH)

III Education

A. Lectures - given by Nelson Gallery Staff - Total 136

Lindsay Cooper, Elizabeth Fulder, Laurence Sickman,
Joan Stanley-Baker, Marc Wilson, Carla Zanie

1. Lectures given at the gallery - 16

These lectures represent the following

a. FOA lectures open to the public - 8
b. Docent training lectures - 4
c. Lectures given to Staff - 4 Total 16 ✓

2. Lectures sponsored by the Missouri State Council on the Arts
and given throughout the state of Missouri

a. Arts Councils - 11
b. Museums - 1
c. School Dist. - 8
d. Universities - 8
e. Libraries - Chambers of Commerce etc. 7

Total 35 ✓

3. Lectures given free of charge locally and regionally

a. Locally - 22
b. Regionally - 8 Total 30 ✓

4. Fee Lectures . These lectures include requests from) locally &
museums, Chinese cultural groups, art associations, { regionally
university groups, various other clubs and organizations

a. Colleges and Univ. - 8
b. Misc. Clubs - Assoc. - 13
c. Schools 5
d. Civic Groups 5
e. Art Oriented 2
f. Museum groups 14 total 47 ✓

5. Lectures given through sponsorship of NEH

Outlying states - 8 ✓

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October 16, 1975

Memo

Subject: 2nd draft outline (NEH)

*more
doing*

III Education (cont.)

B. Lectures given by other than gallery staff 27

1. University of Missouri - Jo Tyler Lecture Series (4)
Sponsored by NEH. One* of these lecturers also
 went to Lawrence, Kansas - University of Kansas (see pg. 8a)
 and delivered (2) lectures there. Total 6

- a. K.C. Chang - Yale Univ.*
- b. Jan Fontein - Curator, Boston Museum of Fine Arts
- c. Max Loehr - Harvard
- d. Arthur Wright - Yale

2. Kansas City Art Institute - 11 lectures and 11 films

A wide ranging educational series on various phases of Chinese art, history, philosophy, religion and science. Cost of this series was absorbed by the Kansas City Art Institute, and was produced at their facilities

C. The Denver Plan - Funded by NEH

"This was a program to acquaint the general lay public with traditional Chinese material culture in a non-partisan, non-political manner designed to leave behind widespread basic respect for the Chinese, their abilities and accomplishments etc." MFW The sponsoring organizations included The University of Denver, The Denver Post, the Denver Board of Education, the Denver Public Library system and the Denver Art Museum

1. 10 extensive articles, covering diverse aspects of Chinese Culture in the Denver Post on 10 successive Sundays
 - a. Articles prepared by teaching staff of the Sung Program Dept. of Humanities and the Art Dept. of the Univ. of Denver
2. 10 successive Wednesdays, an evening program of films and lectures to complement articles in the newspaper
 - a. Two of these lectures will be by internationally recognized authorities
 - b. meetings to be held at Denver Art Museum
3. Libraries provided reading material suggested in bibliography and the Board of Education encouraged participation in all phases as part of their continuing educational program

B. Lectures (addition)

3. University of Kansas sponsored two workshops for highschool, college, and university teachers. Teachers from Missouri, Kansas, and Iowa attended.
- a. K.C. Chang spoke at the workshop conducted in Lawrence on April 25th and 26th. K.U. faculty also participated in giving lectures. Also speaking was Herrlee Creel of Chicago
 - b. On May 2nd and 3rd another workshop was held in Wichita, this one being conducted entirely by the staff of the University of Kansas under the Direction of Dr. Li

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October 16, 1975

Memo

Subject: 2nd draft outline (NEH)

III Education (cont.)

Make
done
D. Audio-Visual Aids

"An exhibition of this national importance should have an ongoing educational thrust (impact). With the support of the Missouri State Council on the Arts, audio-visual tapes have been prepared for distribution throughout the state of Missouri, for the 1975-76 season, to all public libraries including colleges and universities." Also as part of this extended outreach, CBS Television Network has done a comprehensive documentary on the exhibition while it was housed at the Nelson Gallery. The expected date for airing this program on national TV is sometime in February, 1976.

- add.*
4
1. Audio-Visual tapes to all public libraries in Missouri
 2. CBS nationally televised documentary on Exhibition in Feb.
 3. Audio-cassette guide of exhibition objects
 4. Cable TV video tapes done in cooperation with Johnson Co. Community College. These are available to anyone requesting them for educational purposes.

The tapes cover the following areas ?

long
4

a. b. c. Do you wish to develop this further?

5. Video tapes done in cooperation with KCPT Channel 19 used to aid teachers in their presentation of the Chinese culture within the classroom.
6. Two films and a slide presentation shown continuously during the exhibition.
 - a. "2100 Year Old Tomb"
 - b. "Historical Relics Unearthed in New China"
 - c. Slide Presentation *Orientation*
7. Denver Museum of Natural History requested and received permission from the Chinese to do a 16mm color film of 30 minutes duration to be aired on KRMA-TV Channel 6 Denver's educational television station

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October 16, 1975

Memo

Subject: 2nd draft outline (NEH)

*also
Refer to
Edi, c.)
done*

III Education (cont.)

appendix

E. Sales Desk Material Available for Purchase

	approx. # sold
1. Exhibition Pictorial Handlist (soft)	42,400
2. " " " (hard)	3,540
3. Unillustrated Text	24,000
4. Posters - large	
Flying Horse, Jade Suit, Horse's Head	5,500
5. New Archaeological Finds (\$1.00) and PC sets	28,000
6. Chinese catalogues (\$10, \$15, \$12)	1,700
1,250; 337; 118	
7. Single postcards	32,700
8. Small jade Suit poster	960
9. Slide Kits	1,130
10. 25 cent banner	3,380
11. 10 cent banner	2,400
12. Audio-Guide (rented)	25,000

F. Other Educational Extensions

1. Education Department of Nelson Gallery

pb

- a. Docent guided tours of the permanent collection were given during the Chinese Exhibition. Docents were also present to aid school groups in moving easily through the exhibition. 652 docents participated
- b. The Junior Education section held a 6-week workshop for children, in ceramics, relating this to the Chinese Exhibition through designs and patterns found in the Chinese bronzes and other objects and artifacts. Approximately 70 children attended these sessions.

2. Exhibition Brochure (~~mini-catalogue~~) of representative pieces and explanatory notes on objects in the exhibition This was available free of charge. 166,000 given out
3. General Information Brochure for mailout and handout containing general information about the exhibition relative to Dates, hours, Parking facilities, Food Service *sw*, 76,675 given out
4. Suggested bibliography sent with all mailings and materials given out on request. Libraries, museums, bookstores, advanced booked groups etc. received this, 5000 given out

5. mimeographed material

also given out

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October 16, 1975

Memo

Subject: 2nd draft outline (NEH)

III Education (cont.)

~~F.~~ Other Educational Extension (cont.)

5. Travel Grant Recipients participated in their option to view the exhibition here in Kansas City. Upon request; the gallery gave personal tours of the permanent collection and made available to these students items in storage for further study 30 Grantees came
6. Approximately 500 press kits were prepared with comprehensive background material and captioned photos and given to news media for informational and educational use.
7. The above kits were also distributed to the ^{school} 12 districts in the metropolitan area along with a slide kit and un-illustrated text and posters for use through their permanent social studies libraries. Each district received 5 kits, 1 unillustrated text, 1 slide kit and 3 posters. Total 60 press kits; 12 texts; 12 slide kits 36 posters.

(Numerous requests from individual schools were also filled)

8. A map guide of the exhibition was provided free. 167,500

IV ~~Public Relation and Information Service - Advance Booking Gen. Info.~~

Erk Office

A. News Media and Interested organizations *

Angela

1. Upwards of 500 media outlets were contacted regionally and nationally at various times prior to and during the exhibition on a regular basis. These agencies enthusiastically produced articles, announcements or programs around the Chinese Exhibition.
 - a. In-house magazines of business, social and educational organizations participated
 - b. Local radio, television and news media participated
 - c. National news media such as Washing Post, New York Post, Denver Post, St. Louis Post-Dispatch, CBS TV Newsweek, Airllne Magazines etc.

* See page 11a

Page 11a

IV Public Relations etc. (cont.)

A. News Media and Interested organizations.

When taking into consideration the fact the major newspapers etc., from the Southeast coast to the Rockies did major articles on the show during its stay in Kansas City, you have to face the mind boggling figures of millions of people being exposed to the exhibition in something more than a cursory manner.

The Kansas City Star on April 13th, 1975 devoted the 24 pages of the Star Magazine totally to the exhibition. The paid circulation for the Sunday Star is 390,000 households. Other newspapers and magazines emulated this approach on the same scale or slightly less.

X KCMO TV has done an extensive documentary with guests shots by Lindsay, Mr. Sickman and Marc and this was aired during the exhibition.

Southwestern Bell Telephone prepared an insert centered around the Chinese Exhibition to mail along with their monthly bill in April to 1,300,000 households

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Memo

October 16, 1975

Subject: 2nd draft outline (NEH)

IV ~~Public Relations - Advance Booking - General information Service~~
(Chinese Exhibition Office)

2. Merchants Associations, area bookstores were contacted and gave support 50 Merchants Assoc. over 20 Chain and indiv. book stores contacted.
3. Colleges and Universities were aided in various areas in furnishing their student body with comprehensive information regarding the exhibition.

B. Advance Booking and General Information and Lectures *

1. This section was responsible for booking groups of 25 or more to view the Chinese Exhibition, Scheduling lectures and answering general information inquiries
 - a. 1001 groups were booked and received the general information packet containing, Bibliography, Gen handout brochure, hotel-motel information, Nelson Gallery brochure, and tickets
 - b. This same information went to all individuals as well who contacted the office (approx 2500) by mail
 - c. 50 - 80 calls a day were received requesting advance booking or General information from Dec. through May.
 - d. This office also handled mail order requests for catalogues from December through March.
 - e. This office had a consistent staff of 8 volunteers who assisted with various office responsibilities prior to and throughout the exhibition

C. Curatorial Personnel - Chinese Exhibition

1. Curatorial secretary was secured specifically for the Chinese Exhibition to assist Marc Wilson in the areas of catalogue development, grant participants and installation of exhibition and general correspondence.

* Lectures - see bottom of page 13

page 13

October 16, 1975

Subject: 2nd draft outline (NEH)

V Dismantling, Packing and Shipping to ~~San Francisco~~ - Mr. Sickman-Marc

Mark
A. Packing procedures

1. Staff used in cooperation with Chinese Curators
2. Length of time to pack

Sickman
Done
B. Shipping

1. Security measures
2. Other pertinent information

*IV - B. - 1.

- f. Advance Booking shared the responsibility for setting up lectures by Gallery personnel

K. C
Star

WHO ARE THE VIEWERS
OF THE EXHIBITION OF
ARCHAEOLOGICAL FINDS
OF THE PEOPLES REPUBLIC OF CHINA?

SURVEY # 7527

Market Research Department

June, 1975

SURVEY METHODOLOGY

1. This survey was conducted by the Star's Market Research Department using a self-administered questionnaire.
2. Questionnaires were made available to viewers of the exhibition at different times of the day. Completion of the questionnaires was voluntary. A total Sample size of 901 questionnaires were used.
3. Respondents under the age of 18 were excluded from the sample.
4. Interviewing was conducted from ~~June 7th~~ ^{May 31} thru ~~14th~~ ^{June 8}, 1975.
5. Responses were tabulated through the use of the computer.
6. Question #14 was not tabulated but responses were compiled to find how out of town visitors felt toward Kansas City.

Who Are The Viewers Of The Exhibition Of Archaeological
Finds Of The Peoples Republic Of China?
SURVEY # 7527

~~1.~~ How many times have you viewed the exhibition?

First time	<u>822</u>	<u>91 %</u>
2 to 5	<u>78</u>	<u>9 %</u>
5 to 10	<u>1</u>	<u>- %</u>
More than 10	<u>-</u>	<u>- %</u>
TOTAL	<u>901</u>	<u>100 %</u>

~~2.~~ Did you come to the exhibition alone or were you accompanied by your family or a group?

Alone	<u>99</u>	<u>11 %</u>
Family	<u>531</u>	<u>59 %</u>
Group	<u>130</u>	<u>14 %</u>
Other (Friends)	<u>141</u>	<u>16 %</u>
TOTAL	<u>901</u>	<u>100 %</u>

retain

~~3.~~ Where did you first learn of the Chinese Exhibition?

Television	<u>99</u>	<u>11 %</u>
Radio	<u>11</u>	<u>1 %</u>
Newspaper	<u>378</u>	<u>42 %</u>
Friends/Relatives	<u>212</u>	<u>24 %</u>
Combination of above/all of above	<u>67</u>	<u>7 %</u>
Other	<u>134</u>	<u>15 %</u>
TOTAL	<u>901</u>	<u>100 %</u>

~~4.~~ Do you believe events of this type will help better relations between America and China?

Yes	<u>681</u>	<u>76 %</u>
No	<u>67</u>	<u>7 %</u>
Don't Know	<u>153</u>	<u>17 %</u>
TOTAL	<u>901</u>	<u>100 %</u>

5. Which of the following best describes your reason for attending the exhibition?

Participation in a cultural exchange	<u>58</u>	<u>6</u> %
Interest as a general patron of the arts	<u>188</u>	<u>21</u> %
Interest in the artifacts of another people	<u>407</u>	<u>45</u> %
General curiosity	<u>126</u>	<u>14</u> %
All of above/Combination of above	<u>98</u>	<u>11</u> %
Other	<u>24</u>	<u>3</u> %
	<u>901</u>	<u>100</u> %

6. Have you ever visited the Nelson-Atkins Museum before?

Yes	<u>653</u>	<u>72</u> %
No	<u>248</u>	<u>28</u> %
TOTAL	<u>901</u>	<u>100</u> %

7. Are you a resident of the Greater Kansas City area?

Yes	<u>507</u>	<u>56</u> %
No	<u>394</u>	<u>44</u> %
TOTAL	<u>901</u>	<u>100</u> %

- 7b. If so, in which part of the area do you reside?

Kansas City in Jackson County	<u>160</u>	<u>32</u> %
Jackson County outside of Kansas City	<u>81</u>	<u>16</u> %
Johnson County	<u>159</u>	<u>31</u> %
Clay County	<u>40</u>	<u>8</u> %
Platte County	<u>22</u>	<u>4</u> %
Cass County	<u>5</u>	<u>1</u> %
Wyandotte County	<u>40</u>	<u>8</u> %
TOTAL	<u>507</u>	<u>100</u> %

8. If you do not live in the Greater Kansas City area, please specify in which state you live?

Missouri	<u>148</u>	<u>38 %</u>
Kansas	<u>86</u>	<u>22 %</u>
Iowa	<u>23</u>	<u>6 %</u>
Nebraska	<u>32</u>	<u>8 %</u>
Other	<u>105</u>	<u>26 %</u>
TOTAL	<u>394</u>	<u>100 %</u>

9. If not a resident, how far did you travel to see this exhibition?

50 - 100 Miles	<u>89</u>	<u>23 %</u>
101 - 250 Miles	<u>157</u>	<u>39 %</u>
251 - 500 Miles	<u>89</u>	<u>23 %</u>
500 Miles or More	<u>59</u>	<u>15 %</u>
TOTAL	<u>394</u>	<u>100 %</u>

10. Is this your first trip to Kansas City?

Yes	<u>45</u>	<u>11 %</u>
No	<u>349</u>	<u>89 %</u>
TOTAL	<u>394</u>	<u>100 %</u>

11. By which mode of transportation did you travel?

Car	<u>352</u>	<u>89 %</u>
Bus	<u>5</u>	<u>1 %</u>
Plane	<u>34</u>	<u>9 %</u>
Other	<u>3</u>	<u>1 %</u>
TOTAL	<u>394</u>	<u>100 %</u>

12. How long are you planning to stay in Kansas City?

One day	<u>181</u>	<u>46 %</u>
Two days	<u>118</u>	<u>30 %</u>
Three days	<u>53</u>	<u>13 %</u>
Four days or more	<u>42</u>	<u>11 %</u>
TOTAL	<u>394</u>	<u>100 %</u>

18. In which age category do you belong?

18 - 24	<u>173</u>	<u>19 %</u>
25 - 34	<u>268</u>	<u>30 %</u>
35 - 49	<u>214</u>	<u>24 %</u>
50 - 64	<u>175</u>	<u>20 %</u>
65 or over	<u>58</u>	<u>6 %</u>
No response/refused	<u>13</u>	<u>1 %</u>
TOTAL	<u>901</u>	<u>100 %</u>

19. In which of the following categories does your education fall?

Some college or more	<u>744</u>	<u>83 %</u>
High School Graduate	<u>115</u>	<u>13 %</u>
Some High School or less	<u>27</u>	<u>3 %</u>
No Response/refused	<u>15</u>	<u>1 %</u>
TOTAL	<u>901</u>	<u>100 %</u>

20. In which of the following categories does your income fall?

Under \$5,000	<u>120</u>	<u>13 %</u>
\$5,000-\$9,999	<u>127</u>	<u>14 %</u>
\$10,000-\$14,999	<u>190</u>	<u>21 %</u>
\$15,000 or More	<u>392</u>	<u>44 %</u>
Don't Know/refused	<u>72</u>	<u>8 %</u>
TOTAL	<u>901</u>	<u>100 %</u>

OTHER SOURCES OF LEARNING OF THE CHINESE EXHIBITION

Nelson Gallery Tour in April

Smithsonian Magazine

Time Magazine

New York Times Magazine

National Geographic

Southwestern Bell Folder in Bill

Colleges or Schools

Out-Of-Town Art Galleries

Magazines

Posters

Friends of Art

Announcement in Motel

At Work

OTHER STATES REPRESENTED BY OUT-OF-TOWN VISITOR

Oklahoma

New York

Texas

Illinois

Colorado

Kentucky

Wisconsin

Michigan

Georgia

Louisiana

Ohio

Washington

Arkansas

California

Massachusetts

Indiana

Minnesota

New Mexico

South Carolina

North Carolina

Virginia

Connecticut

Tennessee

Hawaii

Master copy of
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